

## Lasby, Mary

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**Subject:** FW: Email - Communication - Leah Brodie - Nutrien Wonderhub - 2024 Cultural Grant Capital Reserve Awards - CK 1871-2  
**Attachments:** Nutrien Wonderhub - Support for 2024 Cultural Grant Capital Reserve Awards.pdf

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**From:** Web NoReply <[web-noreply@Saskatoon.ca](mailto:web-noreply@Saskatoon.ca)>  
**Sent:** Monday, January 8, 2024 2:32 PM  
**To:** City Council <[City.Council@Saskatoon.ca](mailto:City.Council@Saskatoon.ca)>  
**Subject:** Email - Communication - Leah Brodie - Nutrien Wonderhub - 2024 Cultural Grant Capital Reserve Awards - CK 1871-2

--- Replies to this email will go to [leah@wonderhub.ca](mailto:leah@wonderhub.ca) ---

Submitted on Monday, January 8, 2024 - 14:28

Submitted by user: Anonymous

Submitted values are:

**I have read and understand the above statements.:** Yes

**I do not want my comments placed on a public agenda. They will be shared with members of Council through their online repository.:** No

**I only want my comments shared with the Mayor or my Ward Councillor.:** No

**Date:** Monday, January 08, 2024

**To:** His Worship the Mayor and Members of City Council

**Pronouns:** She/her/hers

**First Name:** Leah

**Last Name:** Brodie

**Phone Number :** [REDACTED]

**Email:** [leah@wonderhub.ca](mailto:leah@wonderhub.ca)

**I live outside of Saskatoon:** No

**Saskatoon Address and Ward:**

**Address:** 950 Spadina Cres E

**Ward:** Ward 1

**Name of the organization or agency you are representing (if applicable):** Nutrien Wonderhub

**What do you wish to do ?:** Submit Comments

**What meeting do you wish to speak/submit comments ? (if known)::** Standing Policy Committee on Planning, Development and Community - January 10, 2024 Services

**What agenda item do you wish to comment on ?:** 8.2.1 2024 Cultural Grant Capital Reserve Awards [PDCS2024-0101]

**Comments:**

Please see the attached letter.

**Attachments:**

- [Nutrien Wonderhub - Support for 2024 Cultural Grant Capital Reserve Awards.pdf](#)582.58 KB

**Will you be submitting a video to be vetted prior to council meeting?:** No



**Nutrien Wonderhub**

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explore@wonderhub.ca  
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January 8, 2024

Standing Policy Committee on Planning, Development, and Community Services  
222 3<sup>rd</sup> Ave N  
Saskatoon, SK S7K 0J5

Dear Standing Policy Committee Members,

**Re: Support for 2024 Cultural Grant Capital Reserve Awards**

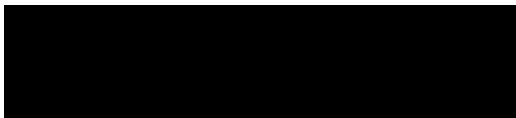
I am writing to express support for the recommendations put forth by the Cultural Grant Capital Reserve Assessment Committee regarding the allocation of funds from the Cultural Grant Capital Reserve for 2024.

As Saskatchewan's first and only children's museum, Nutrien Wonderhub is grateful for the recommendation to support the purchase and implementation of an advanced and fully integrated Customer Relationship Management (CRM) and Point of Sale (POS) system. This strategic investment in technology is a key component of Wonderhub's Digital Advancement Project which also includes migration from Google Workspace to Microsoft 365 and an upgrade for the museum's QuickBooks accounting software.

With nearly 120,000 visits in 2022-23, the recommended investment of \$49,549.82 from the Cultural Grant Capital Reserve will be instrumental in realizing this transformative project which is necessary to support the museum's continued growth. An advanced CRM and POS will improve the visitor experience, enhance supporter engagement, optimize operations, improve data security and management, and support the long-term financial sustainability of the museum for the benefit of children and families in our community.

I would also like to extend my support to the funding recommendations for Persephone Theatre and Saskatchewan Jazz Festival. Your support in approving the recommended funding for the 2024 Cultural Grant Capital Reserve Awards will facilitate three important initiatives and reaffirms City Council's commitment to fostering a vibrant and rich cultural landscape in Saskatoon.

With thanks,



Leah Brodie  
CEO, Nutrien Wonderhub

